

THE

QUELLE

A MAGAZINE FOR JOURNALISTS



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April, 1956

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and many others

Bylines in This Issue

JOHN JAMESON, who interprets one state's favorable decision on photography in courtrooms in "Colorado's Courts Extend the First Amendment to the Camera" (page 7), got his material first hand. As chief of the Denver Bureau of the Associated Press, he covered the state supreme court's hearing on enforcement of the American Bar Association's Canon 35.



JOHN JAMESON

A n AP-man for twenty-two years, John has had an especially busy last year in Denver. Big stories in his bailiwick have included President Eisenhower's heart attack and the sabotaging of an airliner. A hearing on the latter helped precipitate the Canon 35 test.

An Arkansan, John attended Rice Institute and completed his education at the University of Oklahoma. He was reporter and city editor of the Muskogee Daily Phoenix and covered various beats on the Oklahoma City Daily Oklahoman before joining the AP in 1934.

His AP assignments included Tulsa, Oklahoma City, Kansas City and New York before he became Indianapolis Bureau chief. He was transferred to Denver in 1951.

WHEN Mark Lipper, already a member of the Ohio Wesleyan publicity staff, began teaching a course in public relations a couple of years ago, he didn't think it would be too much additional work. Enrollment was running about five students per semester. This semester the enrollment in that course is twenty-nine students and Lipper observes wryly that either he is teaching a "pipe" course or interest in public relations is certainly picking up.

Lipper, who authored "If Editors Will Help PR, They Can Reap Benefits" (page 9), received his basic training on the staff of the Michigan Daily of which he was editor in 1942. After a summer on the Democrat & Chronicle in his home town, Rochester, N. Y., he entered the army.

After World War II, Lipper received his B.A. degree at Hobart col-

lege, Geneva, N. Y., then worked for a year as radio news director of station WSAY, Rochester, before enrolling in the Syracuse University School of Journalism for graduate work. He had just completed his first semester there when he was invited to join the publicity staff of Ohio Wesleyan.

In Delaware, Ohio, Lipper also is a guest columnist and editorial writer for the Delaware Gazette.

LONG before he ever majored in marketing at Rutgers, **Louis Alexander**, author of "Here's How to Cover 1578 Square Miles... in Texas, Of Course" (page 11), learned journalism at his father's knee. He grew up while his father was covering Orange, N. J., for the Daily Courier of the Oranges and Maplewood. As a high school sophomore, Louis began covering sports and school news with a ration of fifty lines a day at a cent a line.

At Rutgers, Louis was graduated with more credits in composition and literature than any other marketing major.

During World War II he was a combat navigator with the 15th Air Force. He returned to service during the Korean action to train fliers. He was recently promoted to major in the reserve.

As a part time reporter with the Houston Chronicle in 1947, Louis landed his first big story when he persuaded the editor to send him and a photographer in a Piper Cub to the Texas City disaster. They returned with photos and eye witness stories.

Since that time his news activities have encompassed the county courthouse, city hall, churches, gardens, deaths, fine arts criticism, real estate, aviation writing, three years on the federal beat, and three years as county editor.

In addition to handling the county beat for the Chronicle, Louis, who has free-lanced widely, teaches non-newspaper journalism and public relations at the downtown school of the University of Houston while he progresses

toward a master's degree with a thesis on aviation writing.

DOZIER C. CADE, who tells of Uncle Sam's latest experiment in bringing foreign journalists to this country in "Korean Newsmen Take American Knowhow Home" (page 10), taught them and had frequent individual discussions with them.

An assistant professor of journalism at Northwestern University's Medill School during the Koreans' stay, Dozier was scheduled to take a new job this month at the Georgia State College of Business Administration, a former Atlanta division of the University of Georgia which has just become a separate state institution.

A native of Alabama and a graduate of its state university, he took a master's degree in journalism at Medill and a Ph.D. in mass communications at the State University of Iowa. He has also taught at Emory University. He reported for the Eufaula (Ala.) Tribune, has been telegraph editor of the Tuscaloosa (Ala.) News and assistant city editor of the Atlanta Journal. His most recent newspaper work was on the copydesk of the Chicago Daily News.

During World War II, he served with the Office of Strategic Services in the China-India-Burma theater, winning the Bronze Star. He is now a major in the Military Intelligence reserve.

AS an alumnus of Ohio University (B.S.J., February, 1950, M.S., August, 1950) as well as editor of the university's alumni magazine since February, 1954, **David N. Keller**, author of "Abundance of Material Helps Alumni Editors Command Recognition" (page 10), speaks with the voice of experience. He has watched his own magazine grow in size and increase its feature and photo coverage.

After his academic work, Keller joined the staff of the Newark (Ohio) Advocate, but in 1951 found greater payday rewards with publications at the Chattanooga Du Pont nylon plant. This, too, palled, and in '53 the Kellers bought a trailer and tackled free-lancing. For a year they traveled the South, Midwest and East, "selling enough to eat, having a good time, and doing many, many articles which are still available for sale."

Addition of little Gretchen to the family called for more stable roots, however, and put Keller in his present post in which he still does a spot of free lancing. Most recent sales, he reports, have been to the VFW Magazine and the Columbus Dispatch Magazine.



LOUIS ALEXANDER

From Quill Readers

Editor, The Quill:

Nothing I've read in years has pleased me more than the two pieces in the December number of THE QUILL—the editorial and the story of Eddie Weems; both on the subject of newspaper morgues.

I am aware that they are now called "libraries." But during my long tenure as a practicing newspaperman (excuse, please, with apologies to my old boss, Roy Howard, I should have said "journalist") they were "morgues." And most of them darned well earned that appellation.

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I am interested in buying a business or trade magazine now publishing in the Chicago area, or one that could be moved to this locality. Have 30 years of magazine and newspaper experience and background. Please send details to Box 1127, THE QUILL.

For too many years, most proofreaders were superannuated printers. And when a reporter's legs wore out he was transferred to the morgue. It never made sense. Both jobs require highly skilled specialization.

When I was cable editor of the *United Press* in World War I, we were too young an outfit to have an adequate morgue. Fortunately, we were housed in the old Pulitzer Building on Park Row. The *World* had a real morgue and its editors were very generous to us.

Back in '22, I got the assignment of helping to found the *Baltimore Post*. In the weeks before we began publication, my days were devoted to recruiting news and composing room staffs. Nights I worked with my-to-be editorial gang setting up a morgue.

In the early '30's I was managing editor of the *New Bedford (Mass.) Standard*, now the *Standard-Times*. Its morning complement was the *Mercury*, founded—if my memory isn't faulty—in 1803. Its morgue was dated back to at least 1807. And what a morgue! Not only really historical clippings but woodcuts, chalk plates, etc., and a real library of thousands of volumes, many of which were literally priceless.

But . . . we had another "morgue," equally priceless and absolutely unique. The editor of the morning *Mercury* was Zephaniah W. Pease. He was the handsomest man I ever knew. Tall, dignified, always impeccably dressed. His desk was the old-fashioned roll-top. Back of his chair was a large flat table. The roll-top of his desk was never closed. Couldn't be. It was stuffed with thousands of clippings. They overflowed onto the table.

Although the *Standard* morgue was efficiently staffed, there were times in my experience when it was stumped when minutes counted. So . . . Zeph. He would plunge his arm into the Everest of clippings on his desk, or on the table (without looking) and unerringly come up with exactly what we needed. Wottaman! (Of course, I don't recommend this procedure to modern newspaper libraries.)

When our wonderful Zeph joined his friends in the journalistic Valhalla, the publisher, Basil Brewer, sentimentally had Zeph's desk and table photographed from all angles and, I believe, donated them to the public library.

Harold Duane Jacobs
Nassau, Bahamas

Editor, The Quill:

THE QUILL for January merits at least two friendly pats-on-the-back for (1) the cover photograph, and (2) the article on "The Camera's Day in Court . . ." by Bob Gray. It is the kind of tactful court coverage described by Mr. Gray, plus a sincere campaign to convince the legal authorities that modern equipment can do an inconspicuous job, that will win equal courtroom rights for photographers.

Regarding the realistic January cover photo, may I put in a plug for more cover photos like this which exemplify the best work being done in photo-journalism today. Unfortunately, many QUILL covers in the past have been flash-on-the-camera, obviously posed shots that approach the photo cliche modern news photographers are trying to avoid.

James A. Fosdick
Associate Professor of Journalism
Kent State University
Kent, Ohio

Editor's Note: We agree on the January cover picture of a camerawoman in a Houston, Texas, court. It is, however, impossible to avoid a certain percentage of posed shots to illustrate a professional journalistic magazine. Journalists so rarely take candid pictures of each other at work.

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THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLIV

No. 4

Victory for the New Journalism

HERE can be no disputing the importance of the vindication of such modern reporting devices as the camera and the sound recorder before the Colorado Supreme Court. It is a long stride for the right to know in an age in which pictorial and broadcast journalism have come of major stature.

Journalists of all sorts are correct in so regarding the unanimous decision substituting more lenient rules for the state's trial courts in place of the rigorous Canon 35 of the American Bar Association's code of judicial ethics. But fact and opinion developed at the hearing are of interest in addition to broadening the First Amendment.

There are other amendments in the same Bill of Rights guaranteeing other freedoms besides that of the press. These include a fair trial. Debate over the effect of picture taking and broadcasting on the decorum of a court involves a conflict of rights rather than violation of one.

The Colorado hearing demonstrated clearly that there need be no such conflict. It proved what journalists have been trying to tell lawyers for years: That modern photographic and sound-recording equipment can operate without upsetting dignity and efficiency of one of the most solemn and important procedures in a free society. As Justice O. Otto Moore pointed out:

"The broad discretion thus given the trial court affords ample protection against abuses of the constitutional right of freedom of the press and will lead to a cooperative effort as between the judiciary and the press to protect, preserve and portray the judicial process upon the level of justice to which it actually attains."

SIMILAR proof that the First and Sixth Amendments can get along peacefully has been given unofficially elsewhere. In the January, 1956, number of THE QUILL Bob Gray told how Houston photographers had won their way into most courts in the Texas city by behaving properly and doing their job unobtrusively.

The transcending importance of the Colorado hearing is that it amounted to a public trial of Canon 35 before one state's highest court and a formal ruling against it. Thirteen other states in which the chief court has imposed the bar's code, including the picture canon, on trial judges, will find it increasingly difficult to maintain such a position.

Another interesting by-product of the Colorado hearing is pointed out by John Jameson in this number of THE QUILL. That was Justice Moore's evident sympathy with journalism's argument that it does not invade privacy in reporting an event of public concern and that such re-

porting does not create clowns but merely reveals the makeup and antics that make them clowns.

"When one becomes identified with an occurrence of public or general interest . . . it is not an invasion of his 'right of privacy' to publish his photograph . . ." the court commented. And again, "A show-off . . . will be just that whether a camera is present or not . . . that which is carried out with dignity will not become undignified because more people may be permitted to see and hear."

I WOULD not for a moment attempt to deny that various kinds of reporting have in the past made a circus of a courtroom. Lawyers unfamiliar with modern photographic techniques might honestly feel that it would necessarily happen again. I have seen it happen often enough at less formal gatherings, even when I wanted the pictures.

It was not only the distraction of flashing bulbs (some younger newsmen won't remember the days of flash powder, especially when a photographer overloaded his carrier) or the obtrusiveness of big cameras poked close to a subject's nose. It was the sheer tireless persistence of some photographers as well.

The average professional quickly got his picture and went his way. But some were less sure of themselves or more determined to try for that prize-winning film. So they shot and shot until even a fellow newspaperman squirmed with sympathy for their target.

The Colorado justices were perfectly aware that this could still happen in a courtroom in the rush for deadlines, the competition for a "different" picture, the excitement of a colorful trial. The court marveled at the quietness of the demonstration before it but it also knew human nature and put up a warning.

In returning control over picture taking and broadcasting to the individual judge where it properly belongs, the Colorado order specified that "if at any time the representatives of the press in any field of activity interfere with orderly conduct of court procedure, or create distractions interfering therewith, the court has the inherent power to put an immediate stop to such conduct."

This can happen. It has been shown that adequate pictures can be taken with simpler equipment under normal courtroom lighting. I have seen enough of them to know. I also know enough about pictures to realize that the very best ones will not come as easily that way as by use of more conspicuous camera and lighting techniques.

The temptation will be there. But I will risk a bet that the first Colorado photographer who gets far out of line will have to answer to tougher judges than any on the bench. He will have to answer to fellow workmen, eager to preserve their gains.

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Are you an APRIL FOOL VICTIM
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MOST of us expect to be tricked on April Fool's day, and we can join in the fun with our tricksters.

But being tricked on other days isn't so funny.

Take this matter of "cheap" federal government power. It's "cheap" for the people who get it only because you and other taxpayers pay part of their electric bills.

First, your taxes help pay for the government power plants that serve the folks in this privileged class. And, second, the taxes you pay in your electric bill have to be higher because those people don't pay a fair share of taxes in theirs.

So when you hear about "cheap" federal power, think of the trick that's behind it. Remember—one of the victims of that trick is you! *America's Independent Electric Light and Power Companies**.

*Names on request from this magazine



Arthur Witman, president of the National Press Photographers Association, demonstrates three tools of press photography, leica, rolleiflex and graphic cameras, to Justice O. Otto Moore of Colorado's highest court.

News mediums everywhere are fighting the assumption of the Bar's Canon 35 that picture taking upsets the decorum of a courtroom. After photographers proved to the state's highest tribunal that modern equipment can record the course of justice quietly

Colorado's Courts Extend The First Amendment to the Camera

By JOHN JAMESON

A REPORTER sat at the press table in the hushed chamber of the Colorado Supreme Court in Denver one day in February, idly clicking his ball point pen—in and out—as the justice listened to a witness.

A man in the audience arose quietly and tip-toed in typical hunched-over photographer fashion to the side of the reporter.

"For Pete's sake, quit clicking that pen," he hissed to the reporter. "You are making more noise than the cameras."

And it was true.

The setting was the hearing by the Colorado Supreme Court on what to do about Canon 35.

The justices were sincerely puzzled. Did taking of news pictures in a courtroom disturb its dignity? Did televising and making tape broadcasts disrupt the court and lessen its decorum?

There was only one way to find out

and that was to call a public hearing. This the court did, pointing out that those affected by Canon 35 and who contend it is archaic had never had their day in court.

The court gave them not only a day, but a week.

Justice O. Otto Moore was assigned to conduct the hearings in the court's chamber. He was so "overwhelmed"—to use his word—that before the hearing was over he called in the other justices for fear he could not convey to them the full impact of what had been demonstrated to him.

Never before had the various news mediums and their associations combined so completely and effectively in using all of their weapons for the common aim of freedom to cover court trials.

THE result was a tremendous victory for the right of the public to know. In an opinion Feb. 27, written

by Justice Moore, the court ruled out Canon 35 in Colorado courts.

From that time on the judge of each court could make his own rules, the court said. On the day the decision came down Denver newspapers began making pictures in courtrooms again.

Leading attorneys of the news media made the opening assault at the hearing against restraint of trial coverage. Such legal talent as E. Ray Campbell, attorney and president of the Denver Post; Thomas Edwards of Cleveland, counsel for the Scripps-Howard Newspapers; Justin Miller of Washington, legal consultant for the National Association of Radio and Television Broadcasters, and District Judge James M. Noland of Durango, Colo., told the court that Canon 35 should be modified.

A. T. Burch, associate editor of the Chicago Daily News, joined them as spokesman for the American Society

of Newspaper Editors. From these and others—some bringing out one point, others another—came arguments supported by legal opinion and personal experience and opinions, against Canon 35.

Point by point they answered advocates of the ban on complete coverage. Following are some they made and the court's sustaining comment in parenthesis:

1. The American Bar Association Code of Judicial Ethics, of which Canon 35 is a part, is not law and should not be enforced as such. (The court did not intend when it made Canon 35 a court rule in 1953 to give it "the force and effect of law . . . it was the intention of the court to recommend the canons of ethics as a wholesome standard of conduct.")

2. A judge, not the ABA, should rule his own court. ("No one denies the existence of broad powers of the court to determine the manner in which they shall operate in order to administer justice with dignity and decorum. . . .")

3. Making of pictures and broadcasting of testimony is not an invasion of privacy and there is no record in any court that publicizing of

anyone called to court is such an invasion. ("When one becomes identified with an occurrence of public or general interest, he emerges from his seclusion and it is not an invasion of his 'right of privacy' to publish his photograph or otherwise give publicity to his connection with that event.")

4. Modern cameras and tape recorders are so quiet they do not disturb the court. (Justice Moore wrote that he did not discover radio and TV microphones in the chamber during the hearing until they were pointed out to him, and that still and newsreel photographers operated "in such manner that I was unaware that they were functioning.")

5. Any judge who tries to publicize himself or permits cameramen or broadcasters to disturb his court will be subjected to such public criticism that he will change his procedure. ("A 'show-off' or a 'strutter' will be just that whether a camera is present or not . . . that which is carried out with dignity will not become undignified because more people may be permitted to see and hear.")

The demonstrations during the hearing which caused Justice Moore admittedly to change his mind and rule against rigid enforcement of Canon

35 were spectacular. They were so much so that Justice Moore's surprised expression showed plainly when a film of him was shown.

Members of the National Press Photographers Association, and the NARTB, aided by the Colorado and Denver broadcasters, made pictures and broadcasts in an atmosphere actually as silent as a courtroom.

Art Witman of St. Louis, NPPA president; Joe Costa of New York, NPPA board chairman; Milt Frier, *United Press* White House photographer, and Denver photographers put on still and newsreel demonstrations.

Their attorney was Fred Mazzulla, Denver attorney, NPPA member and amateur photographer. It was Mazzulla who made the widely used picture of President Eisenhower peering through the railing of the sun deck atop Fitzsimons hospital.

More than 500 pictures were made of the justice during the demonstration, all without flashes. Many of these were accepted in evidence.

One of the most effective displays by NPPA was two panels of courtroom pictures. One showed the confusion as photographers rushed in among milling court crowds to make pictures in a court from which they were barred during sessions. The

(Turn to page 14)

Five members of the Colorado Supreme Court saw themselves on television during the hearing that resulted in a victory for the lens as a means of reporting the news in the state's courts. They are, from the left, Justices Francis Knauss (almost hidden), E. V. Holland, O. Otto Moore, Henry Lindsley and George Bradfield. Flanking the TV screen at the far left of the bench is a witness, P. A. Sugg, the general manager of Station WKY in Oklahoma City.



A public relations practitioner discovers that his field has schizophrenic aspects and suggests that

If Editors Will Help PR, They Can Reap Benefits

By MARK LIPPER

IT'S not hard to understand why the adolescent field of public relations, sired by whitewashing and press agency on the wrong side of the tracks early in this century, is having a rough go of it in the neighborhood of more staid professions. Typical of offspring, public relations still bears many of the earmarks of its parents and is branded "like father, like son" by many a mistrusting soul.

My seven years in the field have convinced me that if anybody's going to make the public relations child respectable, it'll have to be done by the nation's editors. And they'll reap benefits from their role as nursemaid.

When you work in public relations, you're apt to be called many things. To mention a few of the mentionable names, you might hear "press agent," "propagandist," "huckster," "drum beater" or "whitewasher." There have been so many conflicting definitions of public relations that the only thing that can be said for sure about it is that it is a Jekyll and Hyde occupation today. Unfortunately, most of the definitions made public lean toward the Hyde side of public relations.

In his book, "Understanding Public Opinion, A Guide for Newspapermen and Newspaper Readers," Dr. Curtis MacDougall, professor of journalism at Northwestern University, states: "The all-inclusive term to describe the new 'science' of getting one's way in a complex society is public relations and those who make good livings at it are public relations counsel."

Dr. Robert M. Hutchins, president of the Fund for the Republic, speaking before the American College of Hospital Administrators in Atlantic City last September, defined public relations as "trying to find out what the prevailing opinion is before you act and then acting in accordance with it." And he added, "The administrator must have a clear, true vision of the end, and he must have courage, fortitude, justice, prudence, and patience in order to pursue it through all kinds of weather. The administrator who, instead of pursuing the end, pursues public relations, may make him-

self and his institution rich and popular"

The popular mouthpiece for the profession, *Public Relations News*, blasted Dr. Hutchins, saying that "this administrator revealed in a public address—one which reached millions of people—a flagrant ignorance of what PR is and does. It shocked his more informed management friends and alienated the PR profession."

So much for Mr. Hyde. But what about Dr. Jekyll? What's he like? Since I've seen very little in the nation's press that can be quoted in favor of public relations, I'll just say that many of us in the field are here today because we actually believe that the primary aim of all public relations activity is to serve the public interest. We hear complaints about how our civilization has made great strides in technology but has lagged far behind in the humanities. Our religious and social institutions, operating under limited funds and emotional conditions, are having a tough time making the grade with the humanities.

MANY of us in public relations feel that if industry can be convinced that serving the public interest is smart business, its leaders will throw their support behind religious and social organizations in developing the humanities, maybe even converting some of their advertising dollars to that purpose. More than a few "long range" thinkers even have hopes that, while political and religious pleadings for world peace have run into emotional roadblocks at every turn, public relations, with its logical and unemotional techniques, will help solve Earth's largest problem.

Anyone having doubts about what good practiced public relations has already accomplished will be enlightened by the many case histories published in various periodicals and books, by statistics showing how often administrators are now taking problems to public relations departments rather than to legal departments, and by a comparative study of how much



Mark Lipper handles publicity for Ohio Wesleyan University and teaches public relations techniques.

industry was giving to charitable causes and education a decade or so ago and how much it is giving now.

But the greatest good, in my opinion, that has been accomplished by public relations, since Howard Creel and his Committee on Information sold government on it during World War I days, is that of taking the publics into the confidence of organizations; of keeping the so-called masses informed, trusting that a factual appeal to reason will be more effective than an unfair appeal to emotions. Again any doubters will find proof of public relations' role in building today's "better informed public" by making a then-and-now study of the amount of information disseminated by public relations workers through both existing and created mediums.

It's ironical that this area of great achievement for public relations is also the area of its greatest handicap. For the latter, I blame management first, then both us public relations workers and the editors of the nation's press. Management has put so much emphasis on the publicity aspect of public relations—on the tangible public notice they receive—that the terms "publicity" and "public relations" have become almost synonymous.

MANAGEMENT'S emphasis on publicity accounts for the predominance of journalists in the field today. (Some public relations men feel that many devoted editors are prejudiced because the more lucrative jobs in this field have lured away some top newsmen.) Journalists will

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Appeals for funds and social notes about classmates yield to topics of current interest as

Abundance of Material Helps Alumni Editors Command Recognition

By DAVID N. KELLER

IN the last few years a band of editors and writers has been moving steadily forward in a relatively unnoticed journalistic field toward ranking as an important segment of the publication business.

Whether judged by standards of circulation, journalistic experience of staffs, budget, appearance, or influence, the "alumni press" can now command professional recognition.

No longer a house organ or a mere channel for the distribution of social notes about classmates, the alumni magazine of today is designed to compete, as it must, with other publications on the subscriber's coffee table.

What great change makes this sudden attention possible?

A comparison of the new with the old shows that it is a combination of several elements. Twenty years ago most universities or alumni organizations which sent any regular communications at all to their graduates were willing to settle for chatty pamphlets containing personal notes of fellow alumni and campus activities.

In almost every case the editorial job fell to a university administrator or alumni secretary who considered it a bothersome sideline to his primary function.

There were exceptions, of course. And it was this small group that set the pattern for much of the progress in alumni publications today.

In fact, last December, Otto M. Forkert, graphic arts authority and consultant, made the statement that no other group of publications is making improvement comparable to that of the several hundred alumni magazines.

Probably the primary reason for the great change in alumni publications has been the realization that most alumni simply will not take the time to read something which merely reports incidents at their alma maters.

For organizations such as alumni as-

sociations, with budgets depending almost solely on subscriptions, this was obviously a problem.

The only answer was a real effort to give the subscriber his money's worth, and that is what the alumni organizations are doing.

The American Alumni Council, which has an entire division devoted to publications, holds a yearly competition for alumni magazines. In the last five years it has become almost impossible to select the best.

Editors are now trained journalists—usually former newspapermen—who devote full time to their magazines. Some of them enjoy such editorial independence that they are able to oppose policies of the university administrations.

THE Ohio State Monthly, for instance, attacked the university so vehemently because of lack of housing facilities for married students that a movement was soon started to build such a housing project.

There are still few alumni magazines which would directly attack university policy but a great many editors are sole judges of their magazines' content. Today's alumni editor can base his decisions on the principle of reader interest.

This does not mean that most alumni publications are completely divorced from the interests of the university administration. More often it means that administrators realize that if they have confidence in their own programs, an objective interpretation will serve, rather than hinder.

With this attitude forming the basis of editorial policy, the alumni magazine is in a position to become a positive, quality publication. From a journalistic point of view, the editor finds himself in a position to take advantage of an abundance of outstanding authors and subject material.



David N. Keller, editor of the Ohio University alumni magazine, has seen photo and feature coverage increase.

Almost any university has a certain number of recognized experts in various fields, professors making exhaustive studies or doing practical research on important subjects of the day. With such men available to write articles, the alumni editor finds that he can find material which would do credit to any quality magazine of general circulation.

The results are seen every month in alumni magazines. A research physician reports on the latest developments in the study of cancer, or an economist provides a statistical study of the trend of installment buying, and an article is born.

ONE example is the University of Chicago alumni magazine, edited by Felicia Anthenelli, a former by-line writer for the *Wall Street Journal*. Soliciting contributions from the many renowned educators and researchers at that institution, the magazine staff has come up with articles dealing with clinical advancements for disturbed children, the problem of slums in Chicago, and several nuclear studies.

Another important source of material being tapped by today's alumni magazine editor is the alumni body itself. A University of Chicago graduate, now American vice-consul in South Africa, contributes a first-hand report of the situation in that country—certainly a welcomed article for any magazine. Another is an active televi-

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Here's How to Cover 1578 Square Miles . . . in Texas, of Course

The county editor of the Houston Chronicle tells how he maintains a staff of correspondents and squeezes their coverage into a tight newspaper.

By LOUIS ALEXANDER

ON my beat a mayor threatened to resign, and the fire marshal and police chief did resign, but we almost missed the news. Two chambers of commerce sprang up to rival and compete with each other. A Swedish farm girl spent two months in homes on my beat, a week in each of several households.

My beat is as big as Rhode Island, but there are 2,500 political units in the United States of equal importance. My beat is an area that, people say, contains nothing but the "a-good-time-was-had-by-all" kind of news. My beat is so big that—with twelve people to help me—I didn't know till three days later that a mayor had threatened to resign.

My beat is Harris County, outside the city of Houston. I'm county editor.

Harris County has 1,747 square miles, of which only 169 belong to Houston. Harris County has about 1,100,000 people—nobody knows for sure, it grows so fast—of which 750,000 belong to Houston, but the faster growing portion is outside city limits. Harris County has twenty-three municipal governments, twenty-two school districts, forty-four volunteer fire departments, twenty-six water districts; and a host of civic clubs, women's clubs, and people who wouldn't belong to a club or live in a city if hell froze over.

My beat is the rural area, too, the farms, ranches, oil wells, PTAs, home demonstration clubs; the woman who thinks the church social should get a prominent place in the paper, but the fight at her civic club is dirty linen that shouldn't be displayed till it has been washed.

A school board on my beat disregarded warnings from the town's other leading citizens, and the bond issue it proposed was defeated. Thirty days later those who had defeated that proposal supported and passed a bond issue half as big. Ten million dollars of school construction was begun in one year.

It takes fifty correspondents to cover my beat on election day, more

than a dozen on ordinary days.

How can such a beat be covered? Why must it be covered, why must a big metropolitan daily sweat to compete with rural weeklies?

The Houston Chronicle thinks that Harris County is important. The Chronicle, though Houston is its prime editorial and advertising concern, thinks that the people who look to Houston as the county seat and shopping mecca should be able to find news of their local communities in their daily paper. Such news is a circulation builder, a prestige factor. On the Chronicle, the county editor has a separate domain from the state editor.

THE only way to keep up with such news is to have a staff of alert correspondents. This is one of those misleading sentences, in which the words are so familiar that the mountainous shape of the challenge in it is completely concealed. It's hard enough to put together a staff of part time correspondents, much less assure that all are always alert.

To add to the problem, news from outside Houston must be "sold" to the city desk, where the mental emphasis of desk men is on the "city." Much good copy lands in overset.

Nevertheless the Chronicle can
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Correspondent Mary K. Herolz interviews Town Marshal R. J. (Rosie) Lewis Jr., of Spring Valley Village, Texas, for the Houston Chronicle.



Dozier C. Cade has been assistant professor of journalism at Northwestern's Medill School. He has worked on newspapers in several states.

ELEVEN young South Korean newsmen recently returned to the "Land of the Morning Calm" after about five months of study and travel in the United States. Their experience here included work on American newspapers.

The newsmen ranged from 24 to 35 and were all English-speaking. They were chosen as outstanding among their fellow journalists at home. They agreed before leaving that they now have a much better picture of America and its people, and certainly of American daily newspapers.

Under sponsorship of the State Department, they flew to the United States at the end of September, studied journalism subjects at the Medill School of Journalism at Northwestern University for six weeks, worked individually on two newspapers for a total of ten weeks, and wound up their visit with a month of independent travel throughout the country.

It was all part of a plan to acquaint the newsmen with American journalistic methods, so they could perhaps use American journalistic "know-how" to improve their own newspapers. At the same time, it was hoped that in the future they would be able to write more accurately and understandingly about the United States.

One young newsman summed up his experiences over here like this: "We aren't much different from you

Korean Newsmen Take American Knowhow Home

Latest U. S. exchange with the "Land of the Morning Calm" gives eleven journalistic comers a taste of journalistic theory and practice here as well as an understanding of this country's ways and its people.

By DOZIER C. CADE

people. We all feel about the same way about things. Your newspaper technology and facilities are better and more advanced than ours, but the problems of getting and writing news are still the same."

However, they all seemed to be impressed with the fact that it's so much easier to get news here than it is in South Korea. They were surprised at the "cooperative attitude" of news sources, especially governmental officials. They couldn't quite understand why there was so much current concern about "freedom of information" over here.

They said they had "much trouble" in trying to pry information from most public officials in Korea, and even from ordinary news sources. They left with the expressed determination to "do something about" official and unofficial secrecy in South Korea. (Russ Wiggins, Red Newton and Jimmy Pope—take note.)

OTHER "surprises" that the South Koreans got while working on American newspapers included the extent to which American newspapermen use the telephone to get news and send it in, the amount of rewriting done by telephone, and the well-stocked reference libraries.

They are handicapped at home, they say, by inadequate telephone systems.¹ The lack of and poor quality of newsprint is a tough problem.

Newspapermen in this country who howl about lack of space in their papers just don't know what *real* space problems are, the South Koreans said.

There are only forty-six newspapers in South Korea, with a total circulation of 650,000 to 700,000. About 70 per cent of the circulation is concentrated in Seoul, South Korea's

capital and largest city, which has a population of approximately 1,500,000. The other 30 per cent is scattered among the remaining 20,000,000 inhabitants.

In general, the circulations of South Korean newspapers are small. Even in Seoul, the largest daily has a circulation of only 130,000, which is almost a fifth of the total newspaper circulation in the whole republic. There are seventeen dailies in Seoul—fourteen Korean language, two English, one Chinese—each with its own individuality and viewpoint. The South Korean newsmen were quick to note the obvious contrast in the United States, where one-newspaper cities are the trend.

South Korean newspapers usually run four pages, with about 25 per cent advertising, much of it movie advertising. Typically, the first page consists mostly of foreign news, page two of foreign news and editorials, page three of features and cultural (domestic) affairs, page four of serials and ads.

There is a striking similarity between most of the South Korean newspapers and early colonial American newspapers. Both are characterized by smallness, an inferior typographical appearance, a small percentage of advertising, an informal and chronological style for news stories, some editorializing in the news columns, an emphasis on foreign news, a strong political and literary tinge, and small circulations.

The South Koreans pointed this out after hearing a couple of lectures on American journalism history. They said that the South Korean press now has just about reached the stage of development that American newspapers did in their early history.

ONE of the personal things that they learned from their visit, they said, was the American custom of "promptness." At first they couldn't

¹ 1954 statistics showed that there were only about 28,500 telephones in South Korea, or about 1 1/3 telephones per 1,000 persons. "Boy," one visiting reporter said, "If I just had a telephone of my own to use like reporters over here do."

understand why it was so necessary to be at a place "on time." They weren't concerned with such punctuality in their own country.

I met with them at 8:30 a.m. three days a week to teach them American reporting and newswriting techniques, and to discuss American newspaper problems as they related to problems of their own newspapers. The first few mornings, for the one-hour sessions, they straggled in from 9 o'clock on. They were very polite about being late, but thought nothing of it.

After a few tactful reminders of the "American way," they started coming earlier and earlier. By the time they had returned to Northwestern for a week's "wrap-up" following their newspaper jobs, their promptness score was almost 100 per cent.

ONE of the prerequisites for being chosen to come to the United States under this program was that the newsman not have visited here before. While in this country, they lived in American homes, talked with Americans in different walks of life, and also "spread the word" about their own country.

Some of the men said they "got more out of" talking with American people, especially those in small towns and rural areas, than they did from any other phase of their learning and orientation. Nine of the eleven newsmen live in the large city of Seoul.

Professor Floyd G. Arpan of the Medill School of Journalism, who supervised the South Koreans and their program for the State Department, and Dean Kenneth E. Olson arranged the newspaper assignments. When possible, they had each newsman work on a small paper as well as a large one, since most South Korean newspapers are operated more like our small-city newspapers.

The State Department also wanted the men to get some "grass-roots" living experience in this country. The newsmen solicited were eager to participate in the program, and later wrote enthusiastic letters about the visits to their papers.

The South Korean newsmen, their jobs at home and American papers they worked on:

Chin Chul-soo ("Charlie"), 26, *Associated Press* domestic news correspondent in Seoul—Decatur (Ill.) *Herald and Review*, Milwaukee *Journal*.

Jough (pronounced "Joe") Sae-hyong, 27, city reporter on the *Pyonghwa Daily News* in Seoul—Janesville (Wis.) *Gazette*, Roanoke (Va.) *Times*.



American publications such as these posted on the bulletin board of the Medill School of Journalism at Northwestern were of interest to eleven Korean exchange journalists such as Park Bong-yoon (left) and Kim In-ho.

KANG Moon-soo, 33, chief of the press section in the Office of Public Information, Republic of Korea, former news editor, *Korea Daily News* and news editor, *Korea Pacific Press* (*Hapdong*)²—*Memphis Press Scimitar*, *Washington Star*, *Alexandria (Va.) Gazette*.

Kim Chang-jong, 31, reporter and research editor on the *Taegu Ilbo*—*Bethlehem (Pa.) Globe Times*, *Burlington (Iowa) Hawk-Eye Gazette*.

Kim In-ho, city news reporter, then assistant foreign news editor, *Korea Pacific Press*—*Oskaloosa (Iowa) Herald*, *Kansas City Star*.

Kim Po-sung (Philip), 26, correspondent for *Reuters* in Korea—*Fort Worth Press*, *Carroll (Iowa) Daily Times Herald*.

Park Bong-yoon, 35, foreign news editor of the *Kukje Ilbo*, largest daily newspaper in Pusan—*Bloomington (Ill.) Pantagraph*, *Madison (Wis.) Capital Times*.

Park Jung-hee, 24, political editor of the *Korea Times*—*Rockford (Ill.) Register Republic*.

Register Republic, *Wisconsin State Journal* (Madison).

Park Kwon-sang, 26, reporter for *Korea Pacific Press* (he has covered the national assembly for two years)—*Springfield (Ill.) State Journal*, *Wilmington (Del.) News Journal*.

Roe Hi-yop (Dick), 32, foreign news editor, *Korea Pacific Press*—*Williston (N. D.) Herald*, *Jersey (City) Journal*.

Um Ki-sung, 29, political reporter for *Seoul Sinmun (Daily News)*³—*Trenton (N. J.) Times*, *Columbus (Ohio) Citizen*.

HERE are some of the comments Professor Arpan received from American newsmen who worked with the South Koreans:

"I am sure that it (Park Jung-hee's visit) did the American cause some good in his part of the world. Frankly, I wish I could send about half my staff abroad for similar training. How about selling the State Department on that one!"—Rex Karney, managing editor, *Rockford (Ill.) Register Republic*.

"I am quite sure his (Um Ki-

² KPP is a news agency handling the distribution in Korea of AP, INS, Reuters, Agence France Presse and Kyodo news services, plus providing its own domestic news service.

³ The government-owned Korean-language daily, one of the largest in Korea.

sung's) presence here did a lot to broaden our staff."—James Kerney Jr., editor and vice president, Trenton Times Newspapers.

"If the purpose of this program is to let some key Koreans soak up a great deal of knowledge about Americans at home—in contrast to Americans in Korea—then I am sure that Mr. Roe (Hi-yop) has benefited greatly from it. He seemed to soak up the metropolitan area like a thirsty sponge. . . . I do know that wherever he went here he made people understand something of Korea and made them feel that they certainly like at least one Korean."—Eugene Farrell, editor, the *Jersey Journal*.

MR. Kim In-ho got the treatment we would like to give our new reporters, but somehow seldom get around to applying."—John W. Colt, managing editor, Kansas City *Star*.

" . . . countless residents of Carroll were privileged to become acquainted with this bright young fellow (Philip Kim) from the other side of the globe. And, we believe, it was an enriching experience for all parties concerned. . . . Not a few of the young men in Carroll . . . count in their experiences a visit to Korea, although not by choice and under circumstances none too pleasant. So their impressions of Korea might not be altogether unbiased or entirely favorable. And the same goes for many a Korean's view of the United States and its peoples through only an enforced contact with Americans in uniform. . . .

"There's been very little opportunity for a better light being thrown on the matter as a result of return visits by Koreans visiting the United States. So the program of the State Department providing for a number of Korean journalists to make extended visits in this country is commendable. Particularly so if they are all of the caliber of Philip Kim, as we can well assume they are."—Editorial in the Carroll (Iowa) *Daily Times Herald*.

"We have endeavored to give him (Kim In-ho) first-hand information of farming and the people who operate the farms. We have tried to impress upon him the necessity of applying constantly improving methods of farming to increase food production. And we have never missed an opportunity to stress the importance of the democratic way of life which has made America great. It would seem that Kim and the young Korean men have a wonderful opportunity to make strong a Korea that can withstand Communist ideology. . . ."—C. D.

Foehlinger, city editor, Oskaloosa (Iowa) *Daily Herald*.

It is quite possible you may hear or read more about these young men in the future. For they represent the cream of South Korean journalism, and therefore will likely be the future

leaders of the South Korean press. Certainly there are indications, at least, that partly or largely because of their visits here they will be good, democratic friends of the American people in their struggle for a free world as well as a free, united Korea.

Colorado's Courts Extend First Amendment to Camera

(Continued from page 8)

other, in sharp contrast, showed pictures of the dignified scene as the trial was being conducted.

This, Costa argued, is proof that pictures made by photographers conducting themselves quietly and using modern equipment, add dignity to the court rather than take it away.

A highlight of the demonstration was put on by Gorden Yoder, Dallas newsreel photographer.

As Yoder came to the stand Justice Moore asked him if the instrument he held was a camera. Told that it was, the justice looked suspiciously at Yoder and asked: "Is it running?"

Yes, it was running, and it was the resulting surprised expression on the justice's face that later was shown on the film.

The justice got another surprise, too, when he learned that the testimony of one witness, Grady Maples, owner-manager of Radio Station KGMC, Englewood, Colo., and the justice's questions were being tape recorded. The justice didn't see the microphone until it was pointed out.

The television station witnesses, P. A. Sugg, vice president and general manager of WKY, Oklahoma City, and Bill Stinson, news director of KWTX-TV, Waco, Texas, showed the court film in support of live television in courtrooms. Both stations have been doing live trial broadcasts.

Sugg's evidence had sound film from judges and bar association leaders in Oklahoma in favor of televising in courtrooms. Stinson even had a statement on film by a man convicted of murder that he favors TV broadcasting of trials. The broadcast, he said, did not affect the jury which had convicted him.

The windup of the demonstration was put on by KLZ-TV, Denver, under the direction of Joe Herold, manager of KBTW, Denver.

The cameras on the closed circuit had been installed in a cloakroom and only the lenses could be seen by

persons in the courtroom. A receiver was mounted on one end of the bench. No wires or microphones could be seen. There was no light other than normal room illumination.

As the witnesses described how the cameras would not disturb the court and answered questions, the justices watched themselves as they sat on the bench.

While seated at the press table, Edward Eisenhand, Denver *Associated Press* photographer, made a still picture of the justices on the bench watching themselves. For the first time the court waived Canon 35 and released the picture on AP Wirephoto.

WHILE the court's ruling was a great step for the newsmen, it is loading them with considerable responsibility if the right is to be maintained.

The order does not give newsmen a right to swarm into courtrooms, creating a disturbance by moving around, clicking and flashing cameras at will or cluttering up the room with equipment.

The order emphasized that the permission of the judge must be obtained before pictures and broadcasts may be made in court. Nor may photographs and broadcasts be made of witnesses and jurors who object.

"Proceedings in court should be conducted with fitting dignity and decorum," the order declares.

"If at any time the representatives of the 'press' in any field of activity interfere with the orderly conduct of court procedure, or create distractions interfering therewith, the court has the inherent power to put an immediate stop to such conduct."

"No claim of justification on the ground of freedom of the press would be available to those guilty of such offensive conduct," the ruling added.

So it is now up to the newsmen in Colorado—having won their victory in court, they still are on trial.

How to Cover 1578 Square Miles . . . in Texas of Course

(Continued from page 11)

pride itself upon having the best coverage in Harris County, and one of the most interesting and significant collections of non-city news of any newspaper in the nation. This is a statement that I must daily be prepared to evidence anew, or swallow, word by word.

WE keep our county news lively through a triple-threat program: (1) as county editor I constantly sell the city desk and news editor upon what I believe to be the proper placement of county news; (2) we develop an active corps of correspondents with as complete a coverage of the county as possible; and (3) we constantly train and encourage the correspondents.

The Tomball correspondent (Tomball is a town of 1,000 population twenty-nine miles north of Houston) said despairingly, "I never see the news of Tomball in my paper."

I found that so-called county news might find its way into any edition of the paper, then make way one or two editions later for some later news.

In the office we set up a new system, by which each item of county news carries a slug for the edition which goes to the city or area which the news concerns. In theory, this has a double advantage; the news makes the edition where readership is interested in it, and the space can be used over again for a different string of items for a different area in the next edition. In practice, it led to what is a virtually standing head and a growing collection of news under the slug line, "In Harris County."

Developing an active and alert corps of correspondents has been much harder than developing ways to get their news into the paper. In some rural communities, the job of correspondent for the big-city daily is a prestige job; it may be all that an elderly widow has to pride herself on, for certainly the pay means little.

It was in such a community that the mayor and police chief threatened to resign and the fire marshal did resign. I was driving back from a special assignment when I stopped for coffee in that town, and learned for the first time what my correspondent had failed to call in.

"I didn't know you wanted to print things like that," my correspondent

quavered, "when things aren't going so well."

Another correspondent reported regularly on meetings held in his community, on the Rotary Club, the fire department, and on the more newsworthy accidents. These he faithfully mailed in to us; during the time the mail was en route, I calculated, five to ten editions of the *Chronicle* went to press (at the rate of five each day).

"Well, it's still news out here," he defended himself.

In appointing a correspondent for the *Chronicle* I look for people with natural curiosity and deep roots. The optimum correspondent is often the wife of an officer of a civic organization; in Deer Park it's the wife of the fire chief, in Tomball the wife of the deputy sheriff.

THE formula for hiring that I finally developed is simple. First, locate a candidate of promise. Secondly, call on him or her and spend at least two hours describing what kind of news the *Chronicle* wants, how to phone and mail it in, the pay, and the service to the community that being a correspondent means. This last is very important, for in a correspondent's feeling of dedication lies the only opportunity for objectivity and completeness of coverage that will ever mean much to the newspaper or to the readers.

The *Chronicle* now uses a nine-point type face, one of the two largest type faces in the nation. As if space weren't already at a premium in a city with a school board feud, an industrial boom, and a record murder rate, the type face compresses news even more. So the *Chronicle* doesn't pay the correspondents exclusively by the lengths of their strings. Each correspondent keeps a monthly log, showing assignments covered, items called or mailed in, mileage and any other authorized expenses. The monthly payroll reflects the time the correspondent spent on the job and the importance of stories submitted.

Training a correspondent actually consists of frequent phone calls and occasional visits to her territory. I keep a schedule of all governmental meetings—school boards, city councils, county-wide associations, and major civic groups. Whenever it seems ad-

visable, I call the correspondent before the meeting day and remind her that the schedule says a meeting is upcoming. This is the opportunity to discuss what news is likely to break at the meeting.

One correspondent, reporting the public hearing on the annual budget for her school district, had to call me back four times to get all the comparative information it took to tell the story properly. The following year it took her only one brief phone call to tell the story to me completely.

Some correspondents say that the thought of writing a story terrifies them. Inwardly, having read some of their copy, I may agree. However, good writer and poor writer alike, I encourage them to call, no matter how much the telephone company may profit by it, whenever they have news or questions about coverage.

I invite correspondents to take me around their territories and introduce me to their news sources. This apparently has the double effect of increasing the goodwill between news source and correspondent, and also providing me with an opportunity to suggest additional story possibilities.

The story about the Swedish farm girl popped out during coffee in the ranch home of our Barker correspondent, who was also vice president of the County Home Demonstration Council which was sponsoring the girl's visit in our county.

THE feuding chambers of commerce were just routine coverage for our Jacinto City correspondent. This suburban city just naturally spawns news. Our correspondent was within slugging distance when the mayor slapped a city alderman after a council meeting; and she reported the news when the mayor paid a \$5 fine for disturbing the peace. It was natural that two of the city's factions should find it difficult to get along in organizing a chamber of commerce; the natural result was the organization of a rival chamber, which had the forethought to be the first to apply for a charter and thereby obtained official standing. A third association is being discussed.

Harris County is growing so fast that it's hard to prove whether or not the triple-threat policy for covering Harris County has anything to do with the *Chronicle's* rise in circulation. But there's no question, especially in the minds of the correspondents, that the business of getting the news about their cities to *Chronicle* readers is making for better government and better democracy.

If the Editors Will Help PR, They Can Reap the Benefits

(Continued from page 9)

always have an important place in the public relations profession, but there are signs that the drain on newspaper personnel will be much less in the future.

A survey made by the Public Relations Board *Newsletter* last year of 165 major colleges and universities in the United States showed that 50 per cent of the 81 per cent replying teach public relations, and 60 per cent of those teaching public relations teach it under the departments of business or commerce. Since Stanford University's first public relations course a quarter century ago until recent years it was a study found almost exclusively under journalism departments.

GETTING back to current personnel in public relations, however, I must admit that many of us are unqualified, or we may be qualified and a little confused about our objectives. Some of us imagine ourselves to be cunning Clint Lorimers right out of the pages of Jeremy Kirk's book, "The Buildup Boys." Others make no bones about using the deceptive devices of propaganda to promote their private interests with little regard for public responsibility.

Now I want to make it clear that I'm not saying there is no place in our world for propaganda, press agentry and huckstering. I'm only saying that when they appear under the guise of public relations they do serious harm to an honorable profession which can make a significant contribution to our society treating with the too-long neglected human element. Here is where editors can perform their first service, knowing which of their correspondents are publicity men and which are press agents and dealing with them accordingly.

I use the word "correspondents." Maybe because I've been in college public relations I have an ivory tower outlook. But I look at my job this way: On the one hand I consider myself an unpaid stringer for all the existing mediums. My beat is my college and I'm careful to send my editors only newsworthy items because I want to be a member in good standing on their staffs. If I lose my good standing with them, I lose my opportunity for letting a large segment of the population know what services

higher education in general and my institution in particular are performing for our society.

On the other hand, I often find myself confronted with information which is not newsworthy and has a selfish motive behind it, yet must be communicated to large groups of people. In this case I turn to the other phase of my job and *create* mediums—newsletters, booklets, brochures. (Because of limited budget, we seldom resort to institutional advertising in the existing mediums, an effective method of disseminating information that can't make the grade as news.)

In fairness to others in this field who can't follow this pattern, I'll say that this is no easy pattern to follow. We are under constant pressure from trustees, alumni, faculty, students and others to get more and bigger play in the press. They aren't very sympathetic toward our explanations of what news is and some suggest that if we can't find news we ought to manufacture it.

This brings me to the second service which editors can perform. We are constantly hearing about the editors' wastebaskets we fill and of the minute percentage of our stuff that is actually used. I join with those colleagues of mine who say editors ought to get bigger wastebaskets and cut that percentage even thinner.

A lot of "garbage" still takes up valuable newsprint in the public press. Granted, it's a headache to the editors; it's an even bigger headache to us in the field who are trying to clean up our profession. Our bosses say that if our competitors are content to get "garbage" in the papers we ought to try it, too. Because of constant pressures, many public relations men continue to use the "shotgun" method—turning out reams of releases—figuring that the more they send the more will slip into print.

ONE of my college colleagues made a study of college releases last year. He received the releases of twenty-seven coeducational institutions of 2,000 to 3,000 students and discovered that during the month of May alone, one of the participants had sent out 267 different releases and the others lesser numbers down to a minimum of one. As long as editors continue to use "garbage" they'll continue to get it.

Here is the third service editors

can perform. Time permitting, editors could help out by giving public relations correspondents the same treatment they give paid stringers; mark up their bad stories and query them for possible items among other things.

MANY editors not only give public relations correspondents this treatment but also see to it that they receive each issue of the newspaper's stylebook. My hat's off to the Columbus bureau of the *Associated Press*. It not only sees that we have a stylebook but also keeps us informed on personnel and where members can be reached twenty-four hours a day.

Much is said about the public relations releases that go no farther than the wastebasket, but an evaluation of any daily newspaper on any given day usually shows that much of the top news came from a public relations man's tip or typewriter. Public relations workers can be an even greater asset to the mass mediums if they are respected and coached a little by the editors with whom they work.

If the three recommendations to editors sound like extra work to them, I urge them to consider the time they'll save as a result of having fewer and better releases to handle. They might even sell a few of their wastebaskets.

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Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields.

High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products.

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Alumni Editors Recognized

(Continued from page 10)

sion director who is willing to contribute his observations.

In the same vein, the personality feature, which many editors claim to be the backbone of all publications, is made to order for the alumni magazine. What university cannot point to success stories of alumni?

Most editors find that important conferences on their campuses, together with visits by dignitaries of many professions, offer interesting material.

With all these sources of information within his grasp, the alumni editor is limited only by the extent of his own initiative and ability.

True, the items generally referred to as "class notes" and "campus news notes" still are important parts in his magazine. But they are usually carried now as secondary sections.

Budgets for alumni magazines vary tremendously, just as do those for newspapers and general circulation magazines. But any group with a combined annual budget well up in the millions must be considered an important phase of journalism.

JUST as the budgets vary, so do the formats. Corbin Gwaltney, whose *Johns Hopkins Magazine* has won numerous prizes, recently had this to say about design and layout:

"...the problem is to give your magazine an appearance that is appropriate for your school, and not necessarily for any others. If yours is an old-line institution with ancient traditions, Gothic buildings and students who wear academic robes to the dining hall each night, you'll want a different logotype on your cover, say, from that used by a young ladies' finishing school or by a newly-founded college of mechanical arts.

"In this area, alumni magazines, by and large, shine. The improvement has been almost spectacular in recent years, thanks to the help of some outstanding designers and layout men."

If you have any doubts as to this progress of the alumni press, all you need do is examine any of the hundreds joining in this movement toward journalistic excellence.

It is this movement, every year drawing more publications into the fold, which prompts the alumni press to assert itself as an important phase of journalism.



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Today it is known that they discovered and learned to interpret certain *Secret Methods* for the development of their inner power of mind. They learned to command the inner forces within their own beings, and to master life. This secret art of living has been preserved and handed down throughout the ages. Today it is extended to those who dare to use its profound principles to meet and solve the problems of life in these complex times.

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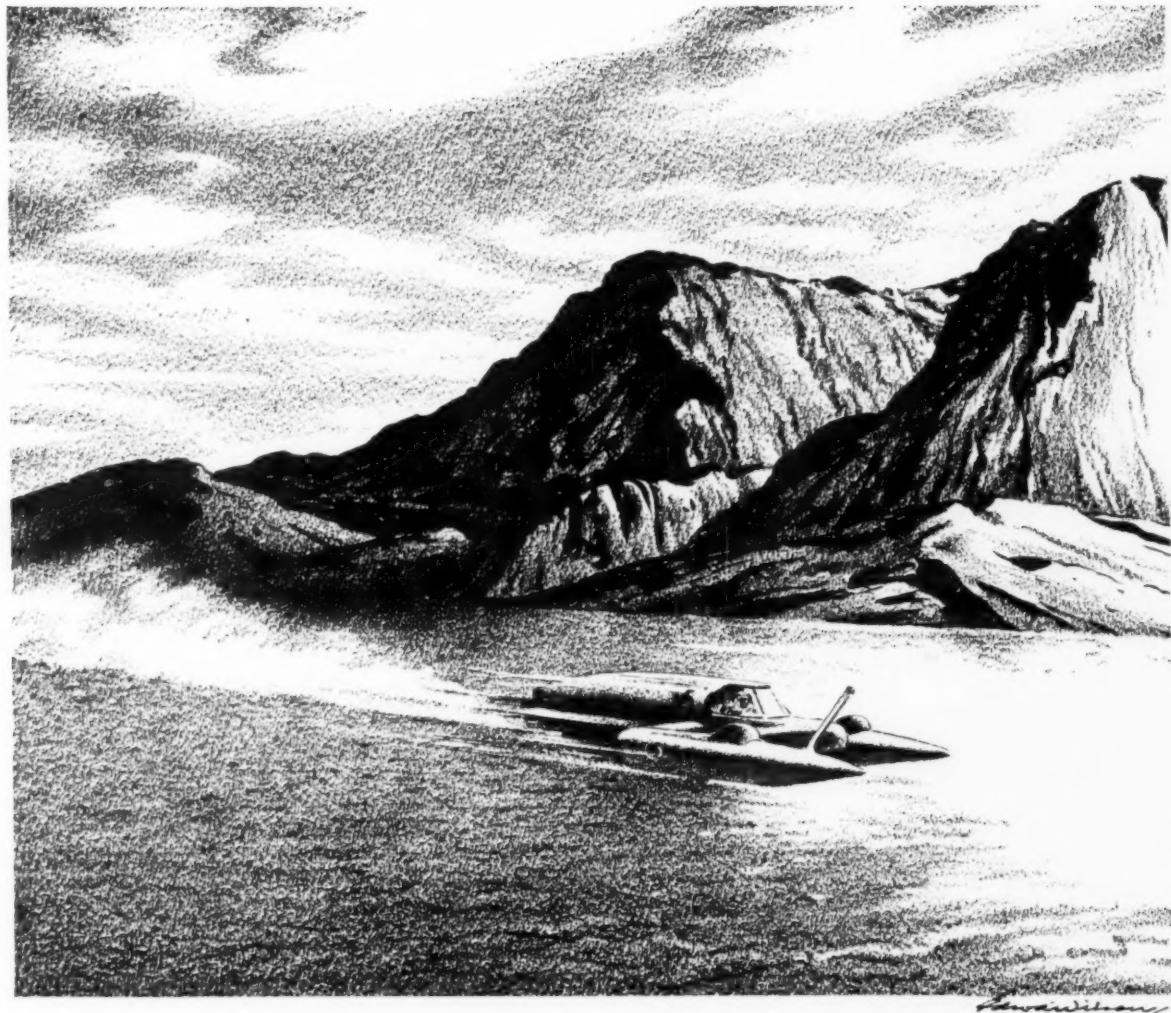
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	Santa Fe Railway
	Saturday Evening Post
	Scripps-Howard Newspapers
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Questions Asked Most Often This Month

QUESTION: While I am not in journalism at the present time, I still desire to remain in Sigma Delta Chi, but as an inactive member. Is this possible?

Answer: No. Members such as yourself who have left the field of journalism are classified as ASSOCIATE members. Members who are engaged in journalism are classified as PROFESSIONAL members. The dues for Associate and Professional members are the same, \$5 a year and includes THE QUILL. There are no provisions for "inactive" memberships or demits. Membership in Sigma Delta Chi is a continuing function, which may be terminated creditably by a member only on his written resignation and payment of dues to date. There are no provisions for reinstatement once a member has resigned. Under the present dues policy, the Fraternity will drop a member from its roster who is more than three years in arrears of dues at any time. Such a member may be reinstated only on payment of all back dues.

QUESTION: Do Undergraduate and Graduate student members have to pay National dues?

Answer: No. Undergraduate and Graduate student members are not billed for National dues until the first of the calendar year after leaving school. Members who return to school or who remain in school longer than originally planned are asked to report this information to National Headquarters so their records may be corrected to show this information.

QUESTION: I belong to a Professional chapter. Do I have to pay both the Chapter dues and National dues?

Answer: Yes. Membership in Sigma Delta Chi is a National membership, and payment of National dues is required of all Professional and Associate members to return their membership. Membership in a Professional chapter is optional. Professional and Associate members of the Fraternity must pay current national dues in order to be eligible to affiliate with a Professional chapter.

QUESTION: I have been engaged in journalism since my graduation. Therefore I would like to request Professional membership in Sigma Delta Chi. What should I do?

Answer: Undergraduate members who have left college and are engaged in the practice of journalism shall immediately

(Continued to page 25)

56 Judges to Pick SDX Winners

Announcement of the award winners in the 1956 SDX Distinguished Service in Journalism competition for work done in 1955 will be made in April. At that time the place of the annual Awards Banquet will also be announced. The 55 journalists and distinguished Americans who accepted invitations to serve on the juries are:

FRANK P. GILL, adviser, Student Publications, Wayne University, Detroit, Mich.; FRANK ANGELO, managing editor, Detroit (Mich.) *Free Press*; ROBERT TARR, managing editor, Pontiac (Mich.) *Press*; MARK BROUWER, managing editor, Lansing (Mich.) *State Journal*; MICHAEL BRADSHAW, editor, Toledo (Ohio) *Blade*; HARRY R. ROBERTS, assistant managing editor, Toledo (Ohio) *Blade*; Prof. JAMES McDONALD, University of Michigan School of Journalism, Ann Arbor;

JOHN B. MULLANEY, managing editor, Cleveland (Ohio) *News*; PHILIP W. PORTER, Sunday and feature editor, Cleveland (Ohio) *Plain Dealer*; NORMAN SHAW, associate editor, Cleveland (Ohio) *Press*; PAUL FRANK, executive director, Ohio Home Builders Assn., Columbus; LAWRENCE R. CONNOR, chief editorial writer, Columbus (Ohio) *Dispatch*; Dr. JAMES POLLARD, Ohio University School of Journalism; H. J. WATERS, JR., editor and publisher, Columbia (Mo.) *Daily Tribune*; CLIFTON C. EDOM, associate professor of journalism, University of Missouri School of Journalism, Columbia; PHIL BERK, news director and picture editor, KOMU-TV, Columbia, Mo.;

LEO FISCHER, sports editor, Chicago (Ill.) *American*; THOMAS J. COULTER, president, Chicago Assn. of Commerce & Industry; Major LENOX R. LOHR, president, Chicago Museum of Science & Industry; ISAAC GERSHMAN, managing editor, City News Bureau, Chicago, Ill.; CLIFTON UTLEY, news analyst and commentator, National Broadcasting Co., Chicago; JAMES R. BROOKS, public relations manager, Ekco Products Co., Chicago, Ill.; GRIFFING BANCROFT, Columbia Broadcasting Co., Washington, D. C.; ED EDSTROM, Louisville (Ky.) *Courier-Journal* Washington Bureau; JOHN HORNER, Washington (D. C.) *Evening Star*;

CHARLES C. CLAYTON, Southern Illinois University Department of Journalism, Carbondale; FRANCIS MODLIN, Southern Illinois University Department of Journalism, Carbondale; ROBERT EVANS, editor, McLeansboro (Ill.) *Times Leader*; Dr. LEYTE MORRIS, president, Southern Illinois University, Carbondale; JOHN A. FILE, superintendent of printing, Southern Illinois Penitentiary, Chester, Ill.; W. STEELE GILMORE, consulting editor, Detroit (Mich.) *News*, La Jolla, Calif.; DAVE MCINTYRE, radio-TV columnist, San Diego (Calif.) *Evening Tribune*; DAN BELLUS, promotion director, KFMB and KFMB-TV, San Diego, Calif.; THOMPSON R. WATT, radio-TV columnist, Denver (Colo.) *Post*; FLOYD BASKETTE, acting di-



rector, University of Colorado School of Journalism; RUSSELL PORTER, professor and director, Radio-Television Department, University of Denver;

JAMES A. BYRON, news director, WBAP, Fort Worth, Tex.; JAMES W. VINSON, assistant news director, WBAP, Fort Worth, Tex.; Tarleton A. Jenkins, director of Public Services, Fort Worth (Tex.) *Press*; JOSEPH J. MINTON, administrator, Change Planning, Convair; WILLIAM S. POTTS, Potts-Wilson Co., Fort Worth, Tex.; DON MOZLEY, news director, KCBS, San Francisco, Calif.; ROBERT CONNELL, account executive, McCann-Erickson, San Francisco, Calif.; GRAY CREVELING, promotion manager, San Francisco (Calif.) *Examiner*; Dr. A. A. SUPPAN, director of Extension and Summer Session, Wisconsin State College, Milwaukee;

Dr. WILLIAM M. LAMERS, assistant superintendent, Milwaukee Public Schools; EDWARD PEPIN, radio-TV coordinator, Marquette University, Milwaukee; LOU RIEPENHOFF, publicity director, WISN-TV, Milwaukee; JACK E. KRUEGER, radio-TV news editor, WTMJ and WTMJ-TV, Milwaukee, Wis.; Dr. WESLEY C. CLARK, dean, Syracuse University School of Journalism; RICHARD C. FITZPATRICK, U. S. Department of State, Washington, D. C.;

Dr. FREDERICK E. MERWIN, director, Rutgers University School of Journalism, New Brunswick, N. J.; NORVAL NEIL LUXON, dean, University of North Carolina School of Journalism, Chapel Hill; JACK TARVER, general manager, and CLIFF BALDOWSKI, Atlanta (Ga.) *Journal-Constitution*; and H. MCKINLEY CONWAY, executive secretary, Southern Assn. of Science and Industry, Atlanta, Ga.

Deadline for Trip Reservations Is July 1



First stop of the SDX Sky Cruise around South America will be Quito, Ecuador, where the travelers will have an opportunity to visit points of interest, including the flower market on the street called 24 de Mayo.

Floyd G. Arpan, professor of journalism at Medill School of Journalism, Northwestern University, and director of the Sigma Delta Chi Tour, has extended an invitation to SDXs and their wives to join the Sky Cruise around South America Aug. 1-30.

Traveling via Pan American, the tour will begin at 6 p.m., Wednesday, Aug. 1, with an orientation meeting and dinner at Travelers Hotel across from the Miami, Fla. airport. Flight time is 3 a.m., Thursday morning, arriving in Quito, Ecuador for lunch at Hotel Humboldt. Friday and Saturday's schedule calls for a motor trip to Otavalo, the home of an industrious and ancient tribe of Indians, and a visit to the most colorful Indian market in South America, returning to Quito via San Pablo Lake. Before leaving Ecuador, the tour members will also make an excursion to the Equatorial Monument through the villages of Cotocollao and Pomasqui to San Antonio where the line of the Equator is marked by an imposing monument.

On Monday, Aug. 6, the group will leave for Lima, Peru where hotel arrangements have been made at the Gran Hotel Bolivar. Tuesday's activities include a sightseeing tour of the modern and colonial sections of the city, and the following two days are left open for independent action. A fishing trip can be arranged or there's shopping on Lima's famed "Silver Street," Jiron Union.

An early departure Friday morning will bring the party to Cuzco, capital of the Ancient Inca Empire where the afternoon will be spent sightseeing and visiting the ancient ruins.

An all day excursion to the fabulous Macchu Picchu, The Lost City of the Incas, will take up Saturday, Aug. 11.

Following the Sunday excursion to Pisac and the colorful Indian Market, the tour will progress to Santiago, Chile on Tuesday.

The morning train to Vina Del Mar, the most popular seaside resort in Chile, will bring the travelers to Hotel Miramar. The return trip will be made via motorcoach through wondrous scenery with the snow-capped Andes as a backdrop.

Following Friday morning's leisure, the group will take off for Buenos Aires, Argentina, and the Hotel Plaza. Saturday will be spent on a tour of the city, and Sunday's plans include an all day excursion by motor to an Argentine estancia (ranch) for a barbecue luncheon.

Monday, Aug. 20, has been left open, with departure for Sao Paulo, Brazil and Hotel Jaragua posted for Tuesday.

Wednesday's activities include a Sao Paulo city drive and a visit to the Snake



Near the end of the journey, a visit to Sugar Loaf Mountain (middle right) is scheduled for Sunday afternoon, Aug. 26. The following two days are open for independent activities in the Brazilian city.

afternoon's plans call for an excursion to Corcovado, and on Sunday the group will visit Sugar Loaf Mountain.

The last two days, Aug. 27 and 28, will be left open for independent activities, with Flight 252 leaving Tuesday evening at 7:30 o'clock for San Juan, Puerto Rico. Following a day and night stopover, the plane leaves for Miami on Thursday, Aug. 30 at 11:30 a.m.

Membership in the SDX Sky Cruise is limited, and all those interested are urged to write Prof. Arpan for immediate application. Further information may also be secured by writing him at the University.

Farm at Butantan. A full day excursion to Santos and the Island of Guaruja, world-famous orchidarium is on the docket for Thursday.

Rio De Janeiro will be reached Friday, Aug. 24, where guests will stay at Hotel Excelsior Copacabana. Saturday

Extra

If you have a favorite newspaper, radio-TV or trade yarn or tale, send it to the SDX News section. A \$5 prize will be awarded for the best one submitted, and it will be printed in the next issue as part of a new feature of the SDX News.

Charles Grant, Evanston, Ill., recently sent us a Chicago newspaper yarn which he felt "should live."

About forty years ago, Jack Lait, one of the shrewdest and most thorough-going reporters Grant ever knew, was working on the *Daily News* and was sent up to interview Mrs. Potter Palmer in her feudal castle up on the Gold Coast. At the end of the interview the gracious Bertha Honore Palmer said, "Mr. Lait, you newspapermen have the opportunity to meet a lot of interesting people, don't you?"

To which Jack replied, "Yes, Mrs. Palmer. And they have the privilege of meeting us, too."

Wall Street Journal Sets New Salary Rate for Trainees

Bernard Kilgore, past national SDX treasurer and executive councilor and president of the *Wall Street Journal*, announced that the national business paper will establish a starting salary rate of \$100 a week for college graduates who enter its training program for reporters.

The announcement was made in an address before the Journalism Assembly of the University of Oregon, Eugene, Feb. 16.

"The new pay rate," Kilgore said, "is designed to encourage young men and women entering college to consider journalism as a career and to aid in attracting talented college graduates to the newspaper profession."

He added, "The *Journal's* news executives decided upon the \$100 starting rate for trainee newsmen as the result of a survey of starting salaries offered college graduates by leading industrial companies. The *Journal's* new rate, effective June 1, compares with a national average starting pay of less than \$70 a week offered by newspapers for reporters without prior professional experience. It also compares most favorably with beginning salaries paid by other industries which compete for the most promising college graduates."



Sam Saran (c.), NBC newsman and vice president of the Chicago Professional Chapter, conducts a radio interview with George A. Brandenburg (l.), Midwest editor of *Editor & Publisher* and retiring president of the Chicago Press Club, and George Tagge, Chicago Tribune political editor, incoming president, at the recent annual President's Dinner. Brandenburg is a past president of the Chicago Professional Chapter and a past national president of SDX.

RICHARD McFARLAND has been appointed Wisconsin manager for United Press, succeeding DONALD J. BRYDON, newly appointed UP divisional representative for Indiana. JACK HAGERTY, former UP Minneapolis bureau manager, will assume McFarland's duties as UP Minnesota manager.

CONGER REYNOLDS, director of public relations for Standard Oil Co. (Indiana) for 26 years, retired Feb. 1 to become chief of the Office of Private Co-operation of the United States Information Agency in Washington. D. C. JOHN CANNING, an assistant director, will be director of information services, and ROBERT SIEBERT, copy chief, will be editorial director.

RICHARD H. SYRING has joined the staff of Pacific National Advertising Agency as director of public relations for the firm's offices in Portland, Seattle, Spokane and San Francisco, with headquarters in Portland. He resigned Jan. 1 as assistant secretary of Pacific Power & Light Co. after two and a half years of service. Syring formerly was Northwest manager of the Wall Street Journal for many years.

DWIGHT H. PLACKARD, president, has announced that Metro Associates, Inc., a Dallas business management and public relations firm, has incorporated and moved its offices to the White Rock Professional Building, Dallas, Tex. Plackard, co-author of the McGraw-Hill book, *BLUEPRINT FOR PUBLIC RELATIONS*, has been a specialist in public relations programming for management and a counselor for industry and commerce in Texas and bordering states.

D. H. Plackard

THE QUILL for April 1956

Personals

About Members

DON ALEXANDER, a member of the Kansas State College journalism staff, resigned Feb. 1 to become publications editor for the Kansas City federal reserve bank. He succeeds NORVILLE GISH, another K-State journalism graduate who recently joined *Bank News*.

PFC. BERNARD B. BREGMAN is now in charge of the Military Desk at the Public Information Office at Fort Bliss, Tex. As an information specialist, he writes news and feature stories for local newspapers and Army publications.

BERNARD KILGORE, president and editor of the *Wall Street Journal* and publisher of the Princeton (N. J.) *Packet*, has announced the merger of the *Packet* and the Hopewell (N. J.) *Herald*.

SECOND LT. NICK APPLE is undergoing primary flying training at Stallings Air Base, Kinston, N. C. Before entering service, he was employed by Time Inc. in Los Angeles and the San Pedro (Calif.) *News-Pilot*.

JESS E. RIGGLE is presently employed as associate editor of the *Post*, official publication of the Mail Advertising Service Assn., and as assistant to the association's executive secretary.

BASIL L. WALTERS, executive editor of Knight Newspapers, Chicago, was the Elijah P. Lovejoy Lecturer in Journalism at Southern Illinois University Jan. 18-20.

SHELDON J. KARLAN has joined KNXT-CBS Television News, Los Angeles. Prior to Jan. 1, he was with CBS Radio in Hollywood.

RICHARD A. LAUBHAN is working as a reporter-photographer for the Rock Island (Ill.) *Argus*.

Following his resignation from the *Daily Ardmoreite* at Ardmore, Okla., JAMES W. KYLE, JR. accepted a position as copyreader for the Oklahoma City (Okla.) *Times*.

GEORGE L. GEIGER has joined Will, Folsom and Smith, Inc., an organization of fund-raising counsel which limits its practice to the hospital field. He was public relations and research assistant to the Attorney General of Massachusetts.

PAUL SNIDER is now an assistant to the journalism department head at Bradley University, Peoria, Ill.

BUREN H. MCCORMACK, former executive editor and more recently treasurer of Dow Jones, Inc., has been appointed business manager and will take charge of all day-to-day production activities.

GEORGE C. GRAYLEY, University of Oklahoma journalism senior and president of the Undergraduate Chapter of SDX at the University, is the new editor of the *Oklahoma Daily*. The publication board elected him Dec. 15 to edit the student paper during the spring semester.

Thirteen of the 18 members on the 1956 Pulitzer Journalism Jury are Sigma Delta Chi members. They are as follows: WALTER LISTER, managing editor, Philadelphia (Pa.) *Bulletin*, Public Service; J. R. WIGGINS, managing editor, Washington, (D. C.) *Post* and *Times-Herald*, Local Reporting; CARL E. LINDSTROM,



Prof. Mitchell V. Charnley (l.), University of Minnesota School of Journalism, accepts a plaque from Orrin Melton (r.), news director of KSOO, Sioux Falls, S. D., for "inspired and successful" direction of ten successive Radio and Television News Short Courses. Presentation was made Feb. 10 at the 10th annual Short Course banquet by Melton, first Northwest Radio and Television News Assn. president. The Short Courses, the oldest "news clinics" of their kind in the country, are sponsored by the University of Minnesota School of Journalism with the cooperation of NRTNA.

executive editor, *Hartford (Conn.) Times*, Local Reporting—No Edition Time; NORMAN R. ISAACS, managing editor, *Louisville (Ky.) Times*, and B. O. MCANNEY, vice president, *New York World-Telegram & Sun*, National Reporting; JOHN R. HERBERT, editor, *Quincy (Mass.) Patriot Ledger*, and RALPH MCGILL, editor, *Atlanta (Ga.) Constitution*, International Reporting; OXIE REICHLER, editor, *Yonkers (N. Y.) Herald-Statesman*, chairman; JONATHAN DANIELS, editor, *Raleigh (N. C.) News & Observer*, and ROBERT W. LUCAS, editorial page editor, *Denver (Colo.) Post*, Editorial Writing; STANLEY P. BARNETT, managing editor, *Cleveland (Ohio) Plain Dealer*, Cartoons, and *GEORGE HEALY JR.*, editor, *New Orleans (La.) Times-Picayune*, and VINCENT JONES, executive editor, *Gannett Newspapers*, Rochester, N. Y., Photography. SDX members of the Advisory Board on the Pulitzer Prizes are: HODDING CARTER, *Delta Democrat-Times*, Greenville, Miss.; TURNER CATLEDGE, *New York (N. Y.) Times*; KENT COOPER, Associated Press, New York, N. Y.; GARDNER COWLES, *Cowles Magazine*, Inc., New York, N. Y.; J. D. FERGUSON, Milwaukee (Wis.) *Journal*; JOHN S. KNIGHT, *Knight Newspapers*, Inc., Chicago, Ill.; BENJAMIN M. MCKELWAY, Washington (D. C.) *Evening Star*; STUART H. PERRY, *Adrian (Mich.) Telegram*; JOSEPH PULITZER JR., St. Louis (Mo.) *Post-Dispatch*, and JOHN HOHENBERG, secretary, Columbia University, New York City.

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Chapter Activities



Guest Speaker Garst informally discusses his recent visit to Russia, Hungary and Rumania with Tait Cummins (c.), and Ernest F. Andrews Jr. (l.), SDX chapter adviser and instructor at the State University of Iowa School of Journalism.

IOWA UNDERGRADUATE—Guest speaker at the University of Iowa Undergraduate Chapter's January initiation banquet was Roswell Garst, a Coon Rapids, Ia. seed corn dealer who recently returned from a visit to Russia, Hungary and Rumania. He stated that a comparison of the governments of the United States and Russia will bring peaceful co-existence in 10 years. Saying that the method to achieve a comparison of the governments is to begin trading more, Garst predicted that Congress will act soon to ease restrictions on trading with Russia and her satellites. Referring to the "atoms for peace" conference in Geneva last summer, he commented that if it is good sense to trade secrets with the Communist countries on the peaceful uses of atomic power, it is equally good sense to trade secrets with them on how to produce more food with less labor. In sharp disagreement with those who fear war as a result of aid to Iron Curtain countries, Garst said that he believes it will be far more disastrous if a full third of the world's population, having the hydrogen and atomic bombs, should become "actually hungry." "The Iron Curtain countries are not now hungry," he reported. "They still have bread in sufficient quantities, but they border on hunger. They are very short of proteins and fats and protective foods." Tait Cummins, sports-caster for Station WMT-TV, Cedar Rapids, served as master of ceremonies for the banquet.

DETROIT—Kenneth Russell, assistant director of public relations for the American Trucking Association in Washington, was lined up to give "Confessions of a Space-Grabber" at Detroit's February meeting. Russell spent 13 years as a newspaper man before switching to PR work in 1943. He joined ATA in 1950.

SAN DIEGO—San Diego Professional Chapter held a model initiation for members of the Fraternity attending the 68th annual meeting of the California Newspaper Publishers Association at Hotel del Coronado Feb. 2. Among the guests present was Gov. Goodwin Knight, a SDX member since 1919. Chapter officers for 1956 are: Malcolm Donnelley, president; Herbert Fredman, vice president, and W. Steele Gilmore, secretary-treasurer.

PUL-LEEZE! Chapter Officers and Everybody Notice!

You're NOT SDX-ers. . . . The correct identification is SDXs.

National Headquarters

OHIO STATE UNDERGRADUATE—Eugene H. King, program manager of the Voice of America and speaker at a recent OSU initiation banquet, called the United States Information Service "one of the soundest investments the United States ever made." He listed the Voice of America as the only offensive weapon the United States has against the masters of the peoples behind the iron and bamboo curtains. It must be effective, he added, "because the Communist governments spend more trying to jam our signals than the United States spends on the whole Voice of America program."

MISSOURI UNDERGRADUATE—"Miss Mizzou," the comic strip character who first came to life in Milton Caniff's "Steve Canyon," was recently given rebirth on the University of Missouri campus by the Missouri Undergraduate Chapter. The SDXs breathed life into her in the form of a Missouri co-ed who was selected as Miss Mizzou and pictured on a calendar along with the 11 runners-up. Each girl represented a month, and Miss Mizzou got the January spot. Advance purchasers of the calendars received the right to vote for the candidate of his choice, and over 3,000 calendars were sold. The identity of Miss Mizzou was kept secret until Jan. 14 when the calendars were distributed.



Farman, Walter R. Humphrey and Tarleton Jenkins, Fort Worth chapter member.

FORT WORTH—James A. Byron, national SDX secretary and news director for WBAP, and Walter Humphrey, past national SDX president and editor of the *Fort Worth Press*, were recently honored for their local and national activities at a recent meeting of the Fort Worth Professional Chapter. Both were presented with a SDX pin. The chapter has begun rehearsals for its April 6 Texas Gridiron which attracted 928 guests last year. Also on the coming events list are the 1956 news writing and photography awards totaling \$625 for Fort Worth professional writers and news photographers. A joint meeting of the Fort Worth and Dallas chapters at Fort Worth's Amon Carter Field is in the planning stages.



Irvin Farman, Fort Worth chapter president, James A. Byron and Tom Whalen, former chapter vice president.

OKLAHOMA—Included in the January meeting was the passage of a resolution asking that Oklahoma Governor Gary's open-door news policy to the press be effective at all levels of local and county government in admitting all representatives of news and photography media. The Oklahoma Professional Chapter also adopted a statewide drive plan to encourage young people to go into the field of journalism. The drive will be conducted in co-operation with high schools and colleges to encourage more journalism study. Ralph Sewell, city editor of the Oklahoma City Times, was elected as president of the chapter, and other officers are: N. B. Musselman, Shawnee News-Star general manager, vice president, and Jim Williams, United Press Oklahoma City bureau, secretary-treasurer.

ILLINOIS VALLEY—Henry P. Slane, president of the Peoria Journal-Star Newspapers, Inc., was recently elected president of the Illinois Valley Professional Chapter. The new vice president is Ralph Smith, news director for Radio Station WIRL, and Robert P. Gannon, Caterpillar Tractor Company, was re-elected secretary-treasurer.

COLORADO—The February meeting of the Colorado Professional Chapter was scheduled to feature wire service night, with top executives of AP, UP and INS on hand for an informative session. Signed up to perform were Barry Farris, INS; Hal Boyle, AP columnist; Sam Hales, UP southwest business manager and former European correspondent, and Bob Cavagnaro, AP general executive. Farris was to handle the speaker's duties, with Cavagnaro, Hale and Boyle to answer questions after Farris' talk.

MILWAUKEE—Females were to take over the February program of the Milwaukee Professional Chapter, with Marguerite Davis, United Press Chicago Bureau manager, speaking on "A Woman Filling a Man's Shoes." Miss

(Continued from page 21)

become Professional members. However, to receive a new membership card, and to be classified correctly, prepare a brief statement describing the nature of your work, and send this with payment of current dues to National Headquarters.

QUESTION: Since I am no longer actively engaged in a journalistic capacity, I feel I am not eligible to continue my membership in Sigma Delta Chi. Is this true?

Answer: No. Sigma Delta Chi members not entering the profession of journalism upon leaving college or members who have been out of journalism for three or more years are considered ASSOCIATE members. They retain all privileges of Professional membership except when affiliated with a Professional chapter in which case they cannot vote, hold office or act as a delegate to Convention.

A member, whether initiated by an Undergraduate chapter or a Professional chapter, has the privilege of retaining his membership for life. The only requirement for maintaining membership following initiation is payment of current National dues.

QUESTION: I haven't paid dues for the past ten years, and I now want my membership reinstated. Do I have to pay dues for all the years I missed?

Answer: You do not have to pay dues for all of the years you didn't pay, but you will have to pay back dues for the years 1954, 1955 and current dues for 1956. Under the National dues collection policy and regulations adopted by the 1953 Convention, all dues in arrears prior to January 1, 1954 were "forgiven." Dues now are accumulative, and all back dues must be paid before a member may be reinstated.

THE QUILL for April, 1956

Davis, who has been with UP since 1942, heads the second largest UP Bureau in the nation, next to Washington. In addition, "Miss Print" of 1956, Model Marcia Evans, queen of the Printing Week activities, was to tell about "Modeling Careers."

SOUTH DAKOTA—The South Dakota Professional Chapter lost its president and secretary to Washington assignments in December. Jack Gerkin, president, resigned his position on the Gregory newspaper to become a member of Senator Francis Case's staff, and Walter Conahan, secretary, accepted a position on the staff of Congressman Harold O. Lovre. Gilbert Zieman, vice president of the chapter, will head the group until a complete roster of officers is named.

NORTHERN CALIFORNIA—Paul C. Smith, editor-in-chief of *Collier's*, *American and Woman's Home Companion*, and president of Crowell-Collier Publishing Co., was lined up as speaker for the February meeting. His topic concerned trends of interest to Bay Area newsmen and writers.

Because of the many, regularly held chapter initiations, it is impossible to include the names and pictures of the newly initiated in the SDX chapter activities. However, the Editor welcomes news about initiation banquet speakers, pictures of those appearing on the program, etc.

We would appreciate limiting the number of people in the pictures since large groups lose the individual's identity in the process of reduction to fit QUILL's column width.

So, c'mon, chapter correspondents, let's have more chapter news and pictures.

Personals

About Members

ANDREW C. COGSWELL, former director of the Public Service Division at Montana State University, Missoula, and a professor of journalism, is now serving as acting dean of Students at MSU. Ross L. MILLER, former athletic publicity director, is now acting director of Public Service. The new director of Student Activities-Facilities is EARL W. MARTELL, former editor of Publications and News Service, and RAYMOND W. MOHOLT has been placed in charge of the Publications and News Service, as assistant editor. Acting dean of the School of Journalism is OLAF J. BUE, professor of journalism.

E. PAUL JONES now has his own public relations agency in Dallas, Tex. He was director of public relations for the State Fair of Texas for a number of years.

ELMO E. SMITH, Oregon state senator and publisher of the *Blue Mountain Eagle*, John Day, Ore., became governor of Oregon Feb. 1, following the sudden death of Gov. Paul Patterson. Smith will serve until a successor can be named

at the fall general session. Two members of Sigma Delta Chi, former Michigan newspapermen, have been named to the Michigan Newspaper Hall of Fame in the School of Journalism, Michigan State University. They are Col. WILLIAM FRANKLIN KNOX, publisher of the *Chicago Daily News*, and

E. Paul Jones

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ARTHUR H. VANDENBERG, who was publisher of the *Grand Rapids (Mich.) Herald* and United States Senator from Michigan. The Hall of Fame is in its fifth year, having been originated in 1951 by the Michigan Press Assn. A candidate must be deceased for five years or longer in order to be considered as a candidate.

CHARLES L. LINTGEN was elected president of the Des Moines (Ia.) Press and Radio Club at the January meeting. Lintgen, who edits the *Iowa Rural Electric News*, is associated with the Frank Miles Public Relations Service.

NORMAN WEISSMAN has joined the staff of Ruder & Finn Associates, New York City public relations firm, as an account executive. He formerly was associated with the New York City departmental public relations program.

JAMES P. MORRISSEY, who has been affiliated with the Fenton Publishing Co., Cleveland, as associate editor of *Steel* magazine, has been appointed head of the company's Washington bureau. In his new post, he will represent the company's other publications, *Foundry, Machine Design, New Equipment Digest* as well as *Steel*.

JOHN MARCHAM has been appointed city editor of the Ithaca (N. Y.) *Journal*. He was previously a copyreader for the *Journal*.

Sigma Delta Chi NEWS

Managing Editor Nola Murchison

Chapter activities, personals and other Fraternity news should be sent to National Headquarters, 35 East Wacker Drive, Chicago 1, Ill. Members should be identified by listing their chapter and initiation or graduation date.

April

No. 43

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